



COUNTY OF LOS ANGELES

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September 17, 2007

TO: Each Health Deputy

FROM: Mario J. Pérez, Director *MJP*  
Office of AIDS Programs and Policy

SUBJECT: **REQUEST FOR PROPOSAL #2007-01 HIV/AIDS SOCIAL MARKETING  
SERVICES: RESOLICITATION – NOTICE OF INTENT TO RELEASE**

This is to advise you that on September 21, 2007, the Office of AIDS Programs and Policy (OAPP) will release Request for Proposal (RFP) #2007-01 HIV/AIDS Social Marketing Services: Resolicitation. This RFP will close on October 22, 2007, and it is designed to engage the services of a single marketing firm who handle all of OAPP's social marketing campaigns. OAPP seeks an initial three-year contract term for an annual amount of \$800,000 with the single firm with the option of a two-year renewal.

Copies are available to you upon your request. If you have any questions or require additional information, please contact me at (213) 351-8001.

MJP:KH

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